

Work Authority #1469-85
 Project #97-N20
 Project Name: The BIOS/LFN Strategy - Reduction of Synthetic Pesticides
 Fertilizers in Five California Counties
 Recipient: Community Alliance with Family Farmers

Budget year: 1999
 Statement Quarter: 1

Total Estimated Cost of Phase 1 \$1,680,631
 Funding from Federal Bay-Delta Account \$1,680,631

Total Project Estimated Completion Date: 3 years

	PHASE 1 (QUARTERLY BUDGET)				PHASE 1 (FY '98 BUDGET)				PHASE 1 (Three Year Budget) FY '98 - FY '01	
	Budget	Accrued Expenditures	Variance		Budget	Accrued Expenditures	Remaining Balance		Accrued Expenditures	Balance to Complete
Task 1: Plan intensive campaign to enlist farmers in CAFF's program	\$83,256	\$41,745	\$41,511		\$106,819	\$64,594	\$42,225		\$106,819	\$64,594
Schedule FY '98 through FY '99										
Percent Work Complete for Task 1: 60%										
1a Hire Communications Director	\$1,523	\$647	\$876		\$5,029	\$3,948	\$1,081		\$5,029	\$3,948
1b Hire a public relations firm	\$4,041	\$3,522	\$519		\$6,124	\$3,522	\$2,602		\$6,124	\$3,522
1c Develop targeted outreach strategy	\$23,886	\$18,370	\$5,516		\$31,182	\$21,238	\$9,944		\$31,182	\$21,238
1d Create and improve outreach materials	\$53,806	\$19,206	\$34,600		\$64,484	\$35,886	\$28,598		\$64,484	\$35,886
Task 2: Unify CAFF's various databases and purchase network	\$34,098	\$777	\$33,321		\$80,296	\$1,190	\$79,106		\$80,296	\$1,190
Schedule: FY '98 through FY '99										
Percent Work Complete for Task 2: 20%										
2a Hire Consulting firm to unify databases	\$12,217	\$0	\$12,217		\$40,908	\$0	\$40,908		\$40,908	\$0
2b Purchase computer equipment and software upgrades	\$15,940	\$777	\$15,163		\$33,447	\$1,190	\$32,257		\$33,447	\$1,190
2c Purchase computers for Lighthouse Farm	\$5,941	\$0	\$5,941		\$5,941	\$0	\$5,941		\$5,941	\$0
Task 3: Increase the capacity of the Lighthouse Farm Network	\$43,204	\$18,244	\$24,960		\$145,367	\$33,785	\$111,582		\$145,367	\$33,785
Schedule: FY '98 through FY '99										
Percent Work Complete for Task 3: 44%										
3a Hire and train two LFN coordinators	\$7,642	\$3,105	\$4,537		\$7,675	\$5,772	\$1,903		\$7,675	\$5,772
3b Initiate and hold monthly LFN events in new location	\$0	\$0	\$0		\$10,826	\$0	\$10,826		\$10,826	\$0
3c Continue monthly LFN meetings, field days, tours	\$8,640	\$3,648	\$4,992		\$37,296	\$6,757	\$30,539		\$37,296	\$6,757
3d Develop relationships with local community leaders, farmers	\$3,689	\$1,641	\$2,048		\$46,348	\$3,043	\$43,305		\$46,348	\$3,043
3e Hold regional planning meetings	\$13,297	\$5,654	\$7,643		\$15,679	\$10,442	\$5,237		\$15,679	\$10,442
3f Produce monthly LFN newsletter, the Foghorn	\$9,936	\$4,195	\$5,741		\$18,943	\$7,770	\$11,173		\$18,943	\$7,770
3g Collect and analyze information from LFN farmers	\$0	\$0	\$0		\$8,600	\$0	\$8,600		\$8,600	\$0
Task 4: Reporting	\$15,304	\$12,793	\$2,511		\$59,398	\$23,702	\$35,696		\$179,490	\$23,702
Schedule: FY '98 through FY '99										
Percent Work Complete for Task 4: 90%										
4a Submit quarterly narrative and financial reports	\$4,087	\$3,838	\$249		\$12,908	\$7,110	\$5,798		\$38,764	\$7,110
4b Bookkeeping Services	\$11,217	\$8,955	\$2,262		\$44,825	\$16,591	\$28,234		\$135,726	\$16,591
4c Administrative Upgrade	\$0	\$0	\$0		\$1,665	\$0	\$1,665		\$5,000	\$0
Task 5 -10: Undefined Tasks									\$1,168,659	\$0
Schedule FY '98 through FY '99										
Percent Work Complete for Task 5 -10: 0%										
Phase 1 Total	\$175,862	\$73,559	\$102,303		\$391,880	\$123,270	\$268,610		\$1,680,631	\$123,270

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QUARTERLY PROGRAMMATIC REPORT

Program Manager Spencer Shepherd
Project Manager Judith Redmond
CALFED Project # 97-N20
Quarter Ending December 31, 1998

Introduction:

Task 1: Plan an intensive media campaign to enlist farmers in CAFF's pesticide reduction programs and to influence other agricultural decision-makers.

Subtasks and Deliverables:

1.[a] Hire a communications director

Following the unproductive search for a permanent communications director reported in the previous quarter's narrative report, in October CAFF hired an interim communications director to begin working on the media campaign. The interim position will continue through January 31, 1999. We expect to have a permanent director hired by the end of January 1999.

Percent of work completed: 90%

1.[b] Hire a public relations firm

CAFF staff met with representatives from five public relations firms, three of which have submitted formal bids. Staff are in the final stages of analyzing the proposals and will make a final decision by the end of January.

Percent of work completed: 75%

1.[c] Outreach strategy

CAFF hired Sunflower Strategies in November to develop an outreach strategy and work plan for the communications campaign. Sunflower Strategies is a California-based agricultural marketing firm.

CAFF and Sunflower Strategies created a 14-page draft of the outreach plan, including the following sections: summary, goals and objectives, statement of strategy, implementation phase (capacity building, marketing and communication activities), timeline and action items, and a budget. The strategy section includes these components: messages and sub-messages, targets and geographic scope, methods of communication, and resources needed to implement.

The primary goal of the media campaign is to increase the number of almond growers using biologically integrated alternatives to synthetic pesticides and fertilizers. The final version of the work plan will be completed by the end of January.

Deliverable: Draft outreach strategy
Percent of work completed: 75%

1. [d] Create outreach materials

CAFF staff interviewed three graphic designers and selected one to on design a new organizational brochure and other outreach materials. Their initial task was to update CAFF's logo. Unfortunately, CAFF staff were not pleased with the quality of their work, so a new company is being sought.

Percent of work completed: 45%

Task 2: Upgrade CAFF's databases and computers.

Subtasks and Deliverables:

2. [a] Hire consulting firm

CAFF hired a part-time staff person to lead the search for a database consultant and be the liaison between the selected company and CAFF. We then solicited bids from three consulting firms and drafted a contract for the database consolidation project. The final contract will be signed and the work started in January.

Deliverable: Draft contract
Percent of work completed: 25%

2. [b] Purchase computer equipment

Our new computer coordinator conducted the requisite assessment of computer needs with all Davis-based and field staff. This survey led to a prioritization of computer needs, which will begin being filled in January.

Percent of work completed: 25%

2. [c] Purchase computer software

Research on a new computer system for the Lighthouse Farm Network was conducted, for purchases to be made in January.

Percent of work completed: 0%

Task 3: Increase the capacity of the Lighthouse Farm Network (LFN) to offer consistent technical support to farmers.

Subtasks and Deliverables:

3. [a] Hire and train two LFN coordinators

CAFF held interviews for the second of these positions in December. We will offer the job to the top candidate the first week in January.

Percent of work completed: 75%

3.[b] Initiate and hold monthly meetings in one new location
As noted in the last quarterly report, CAFF will initiate a new LFN meeting site in San Joaquin County in winter 1999.

Percent of work completed: 0%

3.[c] Host meetings, field days, farm tours in Madera and Yolo-Solano counties
CAFF hosted three technical assistance farm events in Madera and Yolo-Solano counties this quarter. In October, the Madera LFN/BIOS programs hosted one of CAFF's three "San Joaquin Valley Chip Off" events. The Chip Off is an equipment demonstration that allows nut growers to compare different farm implements used to chop or shred orchard prunings into mulch. These methods are an emerging alternative to burning the brush; they are environmentally significant because they help reduce air pollution and simultaneously reduce the risk of pesticides leaching into water sources. The mulch provides organic matter for the soil, increasing its capacity to bind chemicals. About 100 people attended this event.

The November Yolo-Solano field day focused on amending the soil in walnut orchards with compost, mulch, rice straw, cover crops, gypsum and lime to increase water infiltration, boost microbial activity, and improve tree health. All of these benefits decrease the risk of pesticide leaching, and reduce the need for synthetic fertilizers or pesticides. There were 35 participants at this field day. The next CAFF meeting in this area will be held on January 19, and three CAFF workshops are scheduled in this region for February and March.

In December, the Madera LFN/BIOS programs hosted a workshop on honeybees and pollination. Speakers from the agricultural industry and UC Davis presented information on how to maximize the effectiveness of bees in almond orchards and how fungicides affect bees' larval and pupal stages. Twenty-nine people attended this workshop.

Deliverables: Event sign-in sheets and fliers
Percent of work completed: 45%

3.[d] Develop relationships with local community leaders
In October, the Yolo-Solano regional coordinator met with representatives from the Yolo County Resource Conservation District (RCD) to discuss possible collaborations between CAFF and the RCD. We decided to co-sponsor a workshop on cover crops and one on creating habitat for beneficial predators (insects, owls and bats) in 1999.

The Yolo-Solano regional coordinator also met with staff of the UC Davis Sustainable Agriculture Farming Systems (SAFS) project about collaboration.

This meeting resulted in CAFF being asked to co-facilitate a focus group in December at which 15 tomato, rice and mixed vegetable farmers brainstormed about research priorities in sustainable agriculture. These priorities will be used by the 15 University of California researchers in attendance to help shape their future research projects. This was a positive meeting in that the farmers and researchers were receptive to each others' needs; there were several indications that the relationship building that began with this session will lead to collaborative relationships in on-farm research between the participants.

Five members of the BIOS staff attended a well-known industry trade show sponsored by *Nut Grower* magazine in Turlock on November 4. The BIOS transition coordinator gave a presentation on the BIOS program and the program also had a booth at the show, which is attended, in the words of one BIOS project coordinator, by "everybody in the industry."

The Yolo-Solano regional coordinator is serving as a representative to the stakeholder group that is jointly convened by the State Water Resources Control Board, the California Coastal Commission, and the U.S. Environmental Protection Agency. As part of this commitment, she is attending periodic workshops and helping to edit the Board's 15-year planning document.

Percent of work completed: 45%

3. [e] Regional planning meetings

CAFF held a 1998 planning meeting in the San Joaquin Valley in April 1998, before the contract with CalFed was signed. We are therefore extending completion of this subtask until March 1999, when we have scheduled a regional planning meeting in the San Joaquin Valley. Participants will include members of the LFN steering committee, management team members from the Madera, San Joaquin, Merced and Stanislaus BIOS projects, and the CAFF chapter coordinator from the Merced-Stanislaus chapter. The main agenda item will be the integration of CAFF's LFN and BIOS programs in the Valley. A skills training session will also be included.

Percent of work completed: 50%

3. [f] Monthly LFN newsletter

The Foghorn was published three times this quarter, and distributed to 630 farmers, researchers and agricultural businesspeople in this project area. To ensure that all readers receive the newsletter well before the coming month's meetings, CAFF changed the publication date from the end of the month to mid-month. The January issue was thus sent out in mid-December.

Deliverables: *The Foghorn*, October and November 1998, January 1999

Percent of work completed: 50%

Task 4: Reporting
Subtasks and Deliverables:

4. [c] On the recommendation of our accountant, in December CAFF purchased new bookkeeping software on a 90-day trial basis. Data Team Systems Fund Accounting Software includes general ledger and purchase order voucher modules, which will allow CAFF to track grant and contract budgets within the system without having to generate other statements separately as we do now. We will review the system with our accountant in January and make the final purchase if it meets our needs.

Percent of work completed: 25%

Projected expenses for the coming quarter:

Month 1 \$94,677 Month 2 \$108,382 Month 3 \$108,382

Total for quarter \$311,441